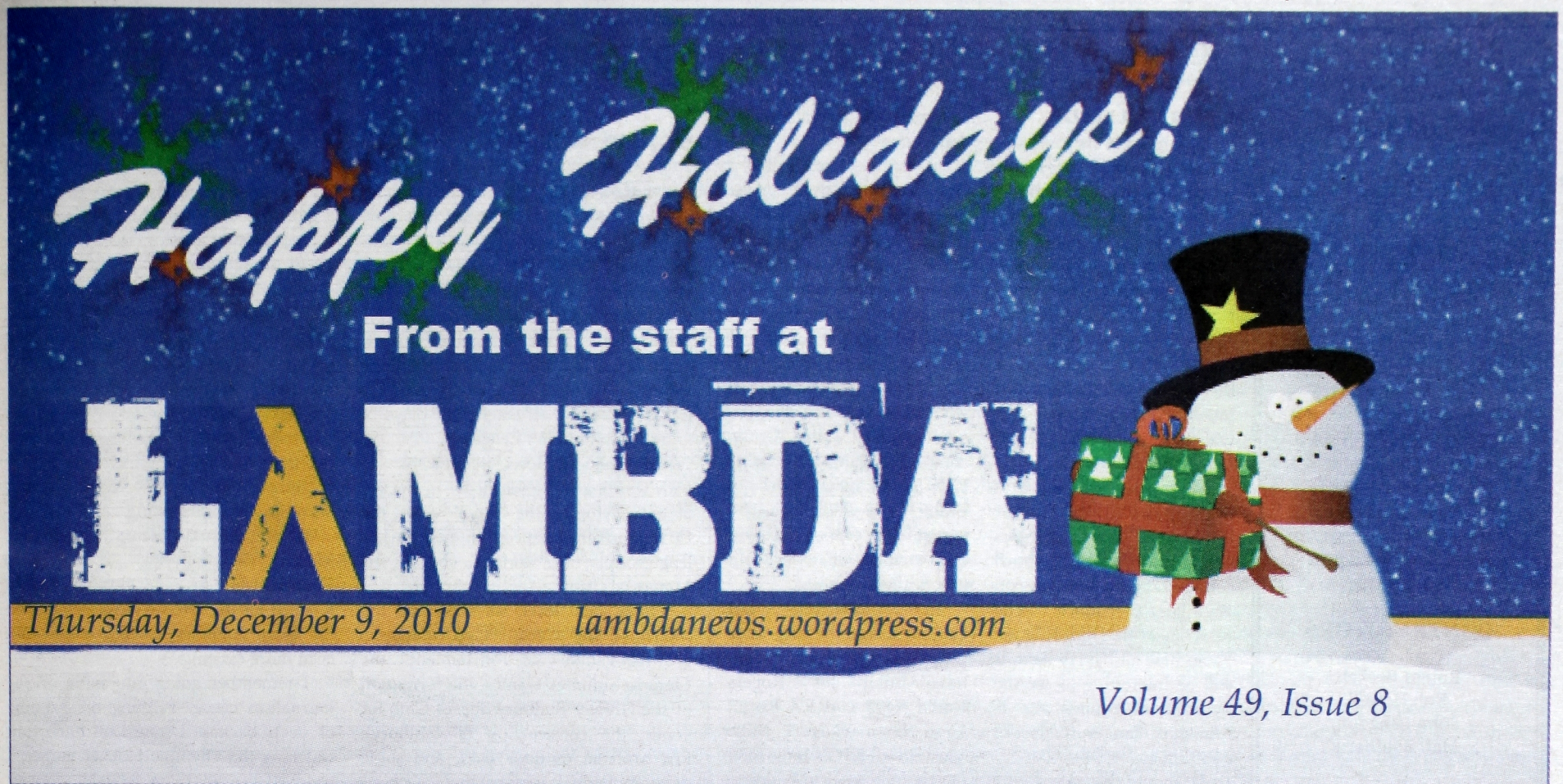




Matichuk takes over

Greater Sudbury's new mayor sworn in

BY ED VEILLEUX

After running on a successful campaign, which promised Sudburians wanted and needed change, Marianne Matichuk was shown a sign of approval when her supporters packed city hall for her inauguration on Dec. 1.

Spectators filled council chambers, and lined the windows surrounding the room in Tom Davies Square to watch Matichuk and her council get sworn in.

"I'm impressed with all the people that are here and it's been eye-opening and wonderful," the new mayor said. "I cannot begin to explain what an absolute privilege it is for me to be here this evening."

Led in by bagpipes and followed by her council, Matichuk took over the job she will hold for the next four years.

Matichuk told those in attendance her style of getting things done is "not flashy. It's not sexy. But, it's what needs to be done and it's what people expect of us. It is what I campaigned on and it's what I will begin working on first thing tomorrow."

In her inaugural speech, Matichuk promised a more transparent city hall.

"(Sudburians) want more openness and transparency at city hall," she said. "It is the taxpayers' money and they have a right to know how it's being spent and how the city is being run."

Answering reporters after the ceremony, she said she plans to "tell people what we've got. What's the point of hiding things?"

On the Monday of her first full-week in the mayor's seat, Matichuk opened a meeting to the public which was originally a private session.

Matichuk updated her Facebook, writing, "Today's training session for myself and



Photos supplied

councillors is now a public meeting. It was in-camera but I asked city staff if it was possible to make it open. They were able to make it happen."

Although this session, dealing with legal issues, was held in public, Matichuk said there will be times council will have to go in-camera.

"Over the next four years, there will be times we'll have to go in-camera, (such as) when dealing with HR issues or third-party situations protected by the privacy act. However, this wasn't one of those situations."

In the first 100 days, Matichuk plans to address some of her campaign platform, such as looking at the budget line-by-line and deregulating shopping hours.

In regards to this year's budget, Matichuk said she can't predict if it's going to be a tough budgeting year or where the city might find savings, specifically.

In her speech, Matichuk said she takes her new job seriously.

"For me to be chosen as this city's Mayor is a responsibility I do not take lightly. On October 25th, the people of Greater Sudbury entrusted the leadership of this city in my hands and those of my colleagues on council."

Voters expected more from their politicians, Matichuk said.

"They spoke loud and clear in saying they expect us to set the bar higher. The people said they want a city hall that runs more efficiently - they want more value for their tax dollars."

Helping business was an issue that resonated with voters, according to Matichuk.

"They chose a direction that includes making our community more business-friendly; we need to move our business environment into the 21st century," she said. "This will be key to growing the tax base in our city and creating

more jobs for our residents."

Matichuk said Sudbury is moving in the right direction in terms of success, citing Laurentian University as an example.

"Make no mistake that there are great successes in our city to build upon," she said.

"For example, just last month, Laurentian University jumped four places in the Maclean's University rankings for

undergraduate programs. It's the biggest increase by any university in Canada."

She added: "Now it's City Hall's turn to step up to the plate and lead the way. We cannot accept mediocrity. We have to strive for better. And, I know we are capable of more."

Matichuk said Sudbury has been consistently underestimated by nay-sayers, throughout its history. She believes it's now her job to prove the negative voices wrong.

"I recognize this is a high bar I'm setting. But, it's achievable and we've done it before in this city. We're going to prove them wrong again as we make our way toward being a national success story."

She added: "It won't be easy. It never is. If it was easy, it wouldn't be an achievement we can proud of reaching. It can't be done by one person. I truly believe team work will be the key to our success."

Addressing the past in her speech, Matichuk said, "Let's be clear that if we spend the next four years looking in the rear-view mirror, we won't be able to see what opportunities lie ahead... I will always stay focused on what's best for this city's future."

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Lambda 2010-2011

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Year of change 2010 sports review

BY ED VAILLEUX

If anything can be said for 2010, it's that things have changed in Greater Sudbury.

But, by the end of the year, it was obvious the biggest change would come from the mayor's office.

Greater Sudbury elected Marianne Matichuk, the first elected female mayor for the city. Matichuk beat out incumbent John Rodriguez, who was definitely favoured to take the election.

Matichuk's will have a partially-new council with her for the year. Three councilors will be sitting in council chambers who weren't on Rodriguez's council. The newcomers are Dave Kilgour, Fabio Belli and Terry Kett. It will be interesting to see the dynamic of council and if Matichuk can unify the 12 councillors.

It should be noted, the political scene in Greater Sudbury may be set to see further changes in 2011 as a provincial election looms. Liberal MPP incumbent Rick Bartolucci has held his seat since 1995 and unseating him promises to be a challenge. Keep in mind, people said beating Liberal MP incumbent Diane Marleau wouldn't be done but Glenn Thibeault triumphed in 2008, federally.

Also in 2010, the local media landscape has

changed, with several notable departures.

In print, The Sudbury Star lost long-time crime reporter Bob Vaillancourt to retirement, and both lifestyles writer Lara Bradley and sports reporter Scott Haddow left the paper. Coupled with losing award-winning council reporter Denis St. Pierre the year before, the paper has gone through drastic changes over the last while. At the competing paper, Northern Life, Bill Bradley was let go. Bradley was a staple in the paper for years, covering city council, lifestyles and practically everything.

In broadcast, Ian Campbell left the city after three years in local radio broadcasting for Rogers Radio (Q92 and EZ Rock.) for a job in Calgary. Mike Vlasveld left KICX radio for a full-time gig down in Windsor. Makda Ghebreslassie left local broadcaster Eastlink Channel 10 for a job in the Sault with MCTV. Lynn Bulloch also left Sudbury, but from MCTV, to anchor/report for A News London. And, not to be forgotten: Dan Lessard left the CBC after 17 years in town.

At this rate, it can be expected the local media landscape will see further changes in 2011.

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BY ANDY VAILLEUX

There have been so many major sporting events in 2010, that it is difficult to narrow down the most important ones.

On the international level, sports fans took in the 2010 Winter Olympics, the 2010 World Cup (of soccer), the Stanley Cup playoffs (sorry Leafs' fans), the NBA playoffs, the NHL Entry Draft (sorry again Leafs' fans), NCAA Basketball, the World Series, and even Barcelona FC's treble (winning their league, the playoffs, and the Champion's League).

On a national level, we were blessed with winning the gold medal in hockey at the Olympics, the Super Series, the OHL (and other respective junior hockey leagues) playoffs, and of course, the Memorial Cup.

On a local level, we witnessed the return of the Caruso Cup, the ever-growing Panhellenic Tournament, the Ontario Summer Games, the formation of the Greater Sudbury Soccer Club for youth, the construction of Sudbury's first artificial outdoor field, and some great individual performances such as Laurentian student Justin Bonhomme's bronze medal in boxing at the Francophone Games.

One thing is for sure; fans of quality athletics, regardless of what their favourite sport is, were well-served in 2010.

This year, I found myself diversifying my sports intake. I have always watched hockey and soccer. Those have been my go-to sports for as long as I can remember. I play them, I watch them, I breathe them, I sleep them.

This year however, I chose to watch the World Series, some of the NBA playoffs, as much of the Olympics as I

could take in, and even some (American) football. The World Series really opened my eyes to baseball, and how excited of a sport it could be. The reason is simple: everyone loves a good story, and sports are all about the story.

If I tell you the Sudbury Wolves won their Sunday game against the Barrie Colts 5-3, that's a relatively dull story. If I tell you they won 5-3 on the strength of a hat-trick by their captain Marcus Foligno, who was recently asked to try out for the Canadian Junior Hockey team, and on a two-goal, one assist, performance by the recently traded-for Mike MacDonald, it becomes more interesting.

If we started talking about how Marcus will be trying out for Team Canada, while his older brother Nick, a forward for the Ottawa Senators, played for Team America instead, it becomes even more exciting.

I remember going into some of my journalism classes running on 4 hours of sleep, because I stayed up until 4am watching the Olympic Hockey games. I watched live as Team Slovakia (David) beat Team Russia (Goliath), I did not just catch the morning highlights.

Any sport can be interesting (seriously) if the story-line is there. Think about movies. A movie with pure action for 90 minutes can be exciting, but it doesn't truly involve you. Take that action, and give it an intriguing plot, filled with character development and twists, and you'll be on the edge of your seat.

Sports can do that, and often does, to the chagrin of wives and girlfriends (and occasionally husbands and boyfriends) everywhere.

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Lambda remembers 2010

BY CALLAM RODYA

A lot happens in a year and the world can change dramatically.

2010 has certainly seen its share of notability. We have witnessed great disasters, triumphs in science and human achievement, financial chaos, and the end to the most notorious armed conflict of the new millennium.

Certainly, 2010 is a year not to be forgotten. So here, we present a bit of a refresher of the ten events that shaped this past year.

1. Obama calls end to Iraq War

Surely it can be argued that US President Barack Obama's declaration from the Oval Office ending Operation Iraqi Freedom was more symbolic than anything. But with that declaration, he put an end to a dark legacy that had marred the nation for over seven years. By the time Obama officially ended the war, over half a million people were dead and still no weapons of mass destruction were ever found. The Iraq War will remain George W. Bush's legacy. Ending it will be Obama's.

2. Earthquake devastates Haiti

It was the sixth-deadliest earthquake in recorded history, with a death toll estimated at 230,000 - nearly that of the 2004 Indian Ocean earthquake and tsunami. The capital, Port-au-Prince, was effectively reduced to ruins. Above all else, this disaster illustrated the fragility of human life in the face of nature's unpredictable violence.

After all, short of a nuclear explosion, only the Earth can kill hundreds of thousands in a minute.

3. Deepwater Horizon oil spill

For a while, it appeared nothing could stop the flow of oil from BP's flagship offshore rig into the Gulf of Mexico. By the time the well was finally capped, 4.9 million barrels of crude oil had been released into the water, devastating the Louisiana coast. After an internal investigation, BP admitted that it made mistakes that directly resulted in this, the worst maritime oil spill in the history of petroleum.

4. WikiLeaks defies national secrecy

It had existed since 2006, but it wasn't until April of this year that WikiLeaks truly entered the public consciousness and sparked a frenzy of international chaos. It started with a video showing Iraqi civilians and journalists being killed by US forces, and was followed by the release of hundreds of thousands of classified documents relating to the wars in Iraq and Afghanistan, as well as US diplomatic communications. Julian Assange's website threatens to fundamentally change national security and secrecy, as well as journalism itself.

5. Trapped Chilean miners rescued

They survived underground for a record 69 days and they all came out alive, as over a billion people around the world watched live. Once returned to the surface, the

33 miners became instant national celebrities and this event stands as one of the most inspiring tales of survival of modern history.

6. Avatar grosses \$2 billion

James Cameron knows how to make a blockbuster. Avatar had an estimated budget of \$237 million, the most expensive film ever made, and grossed over ten times that, with a final box office take of over \$2.7 billion. It easily became the highest-grossing film of all time, surpassing Cameron's own Titanic, which had held the record since 1997. Avatar showed that a mere 162 minutes of film could make billions of dollars in just over 70 days.

7. Burj Khalifa opens in Dubai

In July 2007, it became the world's tallest building. In September 2007, it became the world's tallest freestanding structure, much to the dismay of Torontonians and their beloved CN Tower. And finally, in September 2008, it became the tallest man-made structure ever built. Then, they added an extra 140 metres just to be safe. The Burj Khalifa (formerly Burj Dubai) stands at 828 metres high and is a monument to human engineering triumph, as well as human excess.

8. NASA discovers arsenic-based life form

It is the stuff of science fiction: NASA scientists have discovered a never before observed bacterium that, when starved of phosphorus, has the ability to incorporate arsenic into its protein

synthesis. While this might not mean much to the layperson, it represents a fundamentally different basis of sustaining life than anything previously observed in the natural world.

9. Apple launches iPad

Hear that? That's the sound of Apple revolutionizing the computing world yet again. It took the company half the time to sell one million iPads as it took to sell the same number of iPhones when that device was first released. Most electronics companies are now following suit with their own similar device. And many industry analysts are calling the iPad the "laptop killer," a product genre that has the potential to usurp the notebook computer completely.

10. Canada's Olympic Gold

We needed this one. After a rocky start to the 2010 Olympic Winter Games in Vancouver, marred by the death of Georgian luger Nodar Kumaritashvili during a training run, mild temperatures and rain, and poor Canadian performance, our Olympic team bounced back. By the end of the games, Canada had set a new Winter Olympic record with 14 gold medals. And who can forget the most exciting event of all: Canada beating the US to win the gold in men's hockey. Let's be honest, our national pride needed that boost, and after those games closed, we were all a little prouder to be Canadian.

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LU pension plan loses \$25M

BY ED VILLEUX

As opposed to making a New Year's resolution, Laurentian University's administration will find itself seeking a solution, leading into January.

According to media reports, Canadian universities lost a total of \$2.6 billion from their pension plans, when markets plummeted in 2008. The average university pension plan lost between 15 to 30 per cent, reports state.

By comparison, Laurentian lost roughly 10 per cent off their pension plan amount, Robert Bourgeois, vice-president of administration at Laurentian University, said.

"Most of the universities in Ontario are experiencing pretty severe problems with respect to the funding of their pension plan schemes," he said.

Laurentian's 10 per cent loss "is still a significant amount that has to be recovered," Bourgeois said.

In dollars, Laurentian's loss works out to roughly 25 million, he said.

There are two different types of deficits when dealing with this situation. Laurentian is dealing with a "going concern" deficit, according to Bourgeois.

"If you are in a going concern deficit, as we will be, you have to amortize (make up for) that deficit over a 15-year period. Whatever you have to amortize has to be paid off by the operating budget of the university."

For Laurentian, making up the pension plan loss would mean finding space for an average of roughly \$1.7 million annually in the university's operating budget over 15 years.

For the last fiscal year, up to April 30, 2010, the university aimed for a \$4 million deficit, as outlined in the Plan for Regaining Sustainability, which was approved by the university's board of governors in 2009. For 2010-11, the board's plan aims to run an operating budget deficit of less than \$2 million. The plan calls for the university to balance its budget by 2011-12.

Running at an average \$1.7 million annually, the pension plan deficit could be a proverbial monkey wrench in achieving balance by 2011-12.

"Therein lies the problems for most universities, including ours, is that we've spent two years trying to get ourselves out of deficit, and we're well on our way to doing that," Bourgeois said.

Quoting the average loss per university, Bourgeois said Laurentian has not been hit as hard by the losses for a variety of reasons.

"The primary reason for that is the pension committee, which oversees the investments related to the funding of the plan, has adopted a more conservative investment strategy than many of the universities."

Explaining the investing of the pension committee, he added: "The amount of investment that we place in equities as opposed to debt is more of a 50/50 ratio than some of the other universities which have gone well beyond that. It served them well in good times, but when the market crash came in 2008 that's why a number of them lost upwards of 30 per cent of their investments."

According to media reports, University of Toronto lost the most, having fallen 29 per cent in 2008.

Bourgeois said he'll have an idea of how the university will tackle the deficit issue sometime early in the new year.

Before he has an answer to how the situation will be handled, he said the university must "engage the stakeholders" of the pension plan (including the unions). Also, the university must figure out what options it

wishes to present as possible solutions to the stakeholders, he said. And finally, it must gauge the reaction of the stakeholders, he added.

"We hope to be able to do all three of those things by early in the new year," Bourgeois concluded.

Laurentian University President Dominic Giroux said: "The University's pension committee (which includes all employee groups) is actively engaged in reviewing potential options to ensure the sustainability of our pension plan. I am planning to update the university community on this topic as we launch our 2011-2012 budget consultations in January."

If the university-presented options are rejected, it could spell less spending for the university on its operating budget.

According to Giroux, the scenario "would materialize in significant spending reductions internally, starting in 2011-2012."

Giroux said he is "confident that the ongoing dialogue with the pension committee may lead to changes that will be in the best interest of faculty, staff, the University and its students"

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Learning disabilities are 'huge' issue: Sealy

BY ANDY VILLEUX

Laurentian University has approximately 450 people on campus, or five per cent of the Laurentian community, with a reported disability, according to a press release from the school.

Of those 450, many of them have learning disabilities, according to the coordinator of the Special Needs Office at Laurentian University, Earl Black.

"We have over 200 students with a learning disability," Black says.

Black says the University diagnosed 60 students with a learning disability last year.

Randolph Sealy, a former track athlete with the Canadian National Track and Field Team and current social worker with the Toronto School Board, knows what it is like to struggle with a learning disability.

When asked about how big of an issue learning disabilities are in the student population, Sealy responded "huge."

"The Canadian stats talk about one in 10, the American stats talk about almost 1.5 in ten, and it's a life-long diagnosis," Sealy says.

Many of the children in Canada suffering from a disability suffer from learning disabilities according to the executive director of Learning Disabilities Association of Sudbury (LDAS), Ron Lessard.

"Of all the children in Canada with disabilities, 59.6 per cent have learning disabilities," Lessard says.

"That's a huge number."

The discussion concerning students with disabilities is not a new one, and it is one that is creating a lot of dialogue nationally lately.

Just look at the case of the student at the University of Manitoba who failed the PhD of Mathematics qualifying exam twice due to "extreme examination anxiety," but was still granted his PhD.

Manitoba Professor Gabor Lukacs was opposed to the student receiving his PhD, and was suspended for three months without pay by the University for his protests.

86 professors from around the

global have stepped in to support Lukacs, according to the National Post's Nov. 28 article.

This case illustrates the confusion and misunderstanding that comes along with learning disabilities, albeit it is centered on a controversial one.

Black serves many students with learning disabilities, and often sees the frustration some of these students go through.

"They read and read, and spend hours studying, but never get the right answers, and when I ask how long it takes them to read some things it takes a lot more for them to read it," Black says.

"Usually they're the last ones out of the exam, and that's a red flag that goes up also."

The divide between what is, and what is not, a learning disability is important, according to Lessard.

"If they aren't of average or above average intelligence, they have mild intellectual disability or another disability," Lessard says.

"A learning disability just means your brain is wired differently, and you learn differently."

Jessica Taylor, a Laurentian student and youth activist on behalf of the disabled who attended the World Youth Congress this summer in Istanbul, Turkey, believes education about disabilities is lacking in general.

"The education about disabilities globally is severely lacking as well, and people with disabilities are the victims of prejudice and discrimination around the world," Taylor says.

Lessard says learning disabilities were not understood and were misdiagnosed when he attended school a few decades ago.

"When I went to school you were dumb, or lazy, or stupid, because with a learning disability you were grouped in with those people," Lessard says.

Black says the stigmas of learning disabilities are still strong in the education system.

"They're the ones that usually get teased in high school, 'you never get the joke,' they are teased," Black says.



Photo by Andy Veilleux

Earl Black, coordinator of the Special Needs Office sits beside his specialized workstation.

"These can be indicators."

Cambrian social work student Melanie Goodger, who has her Bachelor of Arts in Child Psychology and Sociology from the University of Windsor, argues students with learning disabilities may have their social development impaired as a result of their disability.

"I would think that these students would be most likely to end up being introverted as to hide from the fact they probably know they are different than their peers," Goodger argues.

Sealy believes that students with learning disabilities can excel if they have access to the proper tools in order to excel.

"I think that once they have the knowledge of the diagnosis they know what they need in order to learn," Sealy says.

"Once they know what they need to learn, the sky is the limit."

Sealy acknowledges the complications that can sometimes come with the extra effort needed by students with learning disabilities.

"I'm not saying it's going to be perfect, or the most wonderful all the time, it doesn't take away from all the other stuff you have to deal with in life, but it means your potential to learn, and the barrier

to that isn't as big," Sealy says.

Lessard believes that Laurentian University does a satisfactory job in helping to ease the struggles of students with learning disabilities.

"Laurentian University has a great facility here in the form of the Special Needs Office," Lessard says. "[Laurentian] is a growing business that has come a long way in the past five years."

Taylor believes the University serves the disabled students well.

"I believe that Laurentian University does serve the disabled population well especially with a special needs section in the library and the special needs area that they have put in place," Taylor says.

"The improvement is not just in the technology, it's in the knowledge base of the people working in their program to help facilitate learning," Sealy says.

"You used to have to know 'the person' in order to get support and technology, and now it's commonplace."

Sealy credits the School of Education with helping revolutionize Laurentian's special needs students.

"I must say having the Education program here helps; that's what fosters that change," Sealy says.

Goodger believes the education

system needs to focus more on identifying learning disabilities early.

"The education system needs to implement a screening method at a young age to attempt to identify learning disabilities as early on as possible," Goodger says.

Goodger argues teachers may struggle to identify learning students because of large class sizes.

"How is one person supposed to pay particular attention to any one students' psychologically capabilities if they have 25 other students to teach?" she asks.

That being said, she believes smaller class sizes still may not be the answer because teachers may lack the necessary education to identify learning disabilities.

"Even if there were enough teachers per student, and they had the time to do individual assessments, would these teachers know how to help a student with dyslexia?" she wonders.

Laurentian continues to do its part to address the needs of their disabled students by focusing on training their own staff members, according to Laurentian's Accessibility for Ontarians with Disabilities Act liaison assistant Ashley Marion.

"We're looking at our values, our beliefs, and our attitudes," Marion says. "It's a paradigm shift and an awareness piece; that's why training is important."

There is hope for the education system, and changes are being made as the education system has begun to screen students at an earlier age, according to Sealy.

"Age three is a common age these days, but then [those students who are identified] have to learn about advocating for [themselves] and find the right accommodations, such as the LDAS," Sealy says.

Taylor believes it is up to all students to become educated about disabilities so that positive change can be made.

"We're the future leaders of the country, so it's important to recognize that you have a voice and take action."

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Twas the night before Christmas and...

A holiday poem by Lambda General Manager V.A. Stranges

Twas the night before Christmas and all campus-wide,
not one student stirring, not even inside.

But the Editor of Lambda was still quite awake,
and the staff had one last issue to make.
But the scribes were uninspired, the editors were all tired,
Their opinions were fuzzy or somewhat contrived.

They fiddled with pencils, or stared at the clock,
"Is it possible," asked Ed, "that my writers are all blocked?"
Then he threw up his hands and asked us rhetorically,
"Is it too much to ask for one bloody story!?"

Sport Editor Andy was was moaning in pain,
From last Saturday's twenty-six hour full-contact soccer game.
"Sorry Ed," said Andy, I can't type with this crutch,"
"And sorry," added Cal, "but I've had one monologue too much."

"What about you," Ed asked me, "is one article so tough?"
"Not me," I replied, "I just do management stuff."

"If I had a wish," said Ed, I'd wish up some copy,
"With accompanying artwork and quotes that weren't sloppy,"
"But what can we do, the deadline is near."
"I guess there's no Christmas Lambda this year."

Then out in the parking lot there arose such a clatter,
We sprang from our desks to see what was the matter,
Halogen lights, on the snow's new fallen breast,
Illuminated the piles the snow plow had left

When what, to my wondering eyes should appear,
But a minivan, a Toyota, just purchased this year,
With a young little driver, so lively and quick,
I knew in a moment it must be Saint Dominic.

To the roof of the Parker his minivan swerved
The side doors slid open, his helpers emerged
Each armed with a notepad, encyclopedias, and Macs,
"Now write down everything that these students shall ask!"

More rapid than voyageurs, his faculty came,
And he whistled and shouted and called them by name.
On Hengen, On Persinger and Nash and Hoi Chiu
On Gerhardt, McKee and Muncaster too
To the top of the hill, to the top of the wall
Now publish those articles, publish them all!

I was about the return to my manager's stuff,
When Dom kicked the door open and he said with a huff
"What'll you boys be having? It's that time of year!
"Nothing's too much for my faculty here!"

We stared dumbfounded, our voices were stopped,
Where once was mad rustling, only the sound of the clock.
St. Dominic set down his notebooks and iMacs,
Andy, frightened, grabbed his crutch like bat,

Ed muttered something quietly, but his command was too weak,
"Stay, speak! Speak!" began Cal, "I charge thee! Speak!"

"You've got the wrong guy!" said St. Dom, rather happy,
"I've come bringing gifts, I'm the gift-it-up chappie!"
Then away with their notepads the faculty drew,
Writing stories, editorials, and a game of sudoku, too.

"But the good stuff's in here," St. Dom said with a grin,
I climbed from under the table, "Did someone say 'Gin'?"
And he reached down beside him, and pulled out of his sack,
For Cal, a new camera he could plug into the Mac.
"Now we've got pictures! Now we've got art!"
"You're welcome," said Dominic, "now here's the best part,"

To Sports editor Andy, St. Dominic gave
Media credentials to cover the games,
"Woo-hoo!" yelled Andy, "the Mean Machine rages!"
"Get me some pizza and I'll get you your pages!"
"I've got six new ideas and twenty nine quotes!"
"And twelve hundred stories I haven't even wrote!"

"And for you," Dom said, "pointing my way,"
"A dictionary/thesaurus, which will help you to say
"All those words that need wording, those thoughts that need thinking,"
"Like Brand leveraging! Organic growth! Buzz! Brand and Linking!"
Dig deep in the pages, dig deep in the vault
For words like amorphous, libation, gestalt!"

I offered some Glenfiddich before he turned to head back
But he stopped, turned and giggled, then reached into his sack
On his lips a wry smile, in his eye was a glint
And he tossed Ed a bundle ready for print!

The layout, how it sparkled! The columns, how clean!
With a five column width and graphic between!
"I'm speechless," said the Editor, "is this really for me?"
"Try it," said Dom, "you'll like it, you'll see!"

"But there's plenty to do...I've got more in my bag
For Aramark, some fish sticks that won't make you gag!"
Then tipping his hat, and waving his hand,
With his faculty ducked back into the van.

Then his faculty scurried back into the car,
"Well folks, next stop, the Sudbury Star,"
But I heard him exclaim as he drove out of sight,
"Merry Christmas to all, and to all a good night!"

Politicians' holiday wish lists

Greater Sudbury Mayor Marianne Matichuk

I love this time of year for many reasons: getting together with family and friends, the spirit of renewal, and the baking (those who know me, know that I love to bake in my spare time). And, with Santa's visit just around the corner, here's my list of things I would like for Christmas:

The Mayor in me wishes for our local economy to flourish in the coming year. Creating more jobs helps our young people stay here and would help people in lower income brackets.

The woman in me would love a day of relaxation at a spa of some sort. Since the election, it's been go, go, go with no break whatsoever.

The geek in me wouldn't mind a MacBook Air. I saw the commercials and it looks pretty amazing. I could use a new laptop.

The Greater Sudburian in me wishes no one in this city goes hungry, without shelter, and without warmth. If I had only one wish that could happen with the snap of the fingers, this would be it.

I wish everyone a happy and safe holiday season.

Laurentian SGA President Sam Pitzel

1. Candles. They get rid of the lack-of-air-circulation smell in my office due to the fact that my air vent is filled with concrete. No kidding. I leave the theories on that up to you.

2. Increased government funding toward post-secondary education. Election this year, anyone?

3. Elliott Brood. And if I can't have the band, then I want a banjo or a ukulele so I can play their songs. Or at least make senseless but joyous noise.

4. A permanent, every-day University-Four Corners bus route. Oh yes, I aim high.

5. The willpower to make and maintain a new years resolution somewhat more challenging than my usual 'Make a sandwich'.

Sudbury NDP MP Glenn Thibeault

The Christmas and Holiday season always bring great memories and fun times with family and friends and I look forward to what this year's festive season will bring.

There are many things that I believe each and every one of us want for Christmas, and I believe one of those important things is World Peace. As well, strong economic policy that benefits not only companies but provides for working families in which all can benefit. A strong green economy that looks to and bases its growth on sustainable and renewable

resources, and a post secondary act – similar to the Canada Health Act, in which a national framework is developed and implemented with a strong vision for a high quality and affordable post-secondary system.... just to name a few.

While I think that takes care of my Christmas wish list while wearing my MP hat; now here is my Christmas wish list with my MP hat off. I would like the new Ozzy Osbourne CD...I just saw him in concert two weeks ago in Ottawa and his new stuff was just as good as his old stuff (that was my ninth

time witnessing a live Ozzy show).

Not sure if I would like a Playstation Move or the Xbox Kinect...words out on if there will be enough software available for both systems (however, I'll probably ask for the Move as I already own a PS3 and don't want to have to buy a whole new gaming system).

I also want anything my two daughters make me...Trinity and Thea are 7 and 3 respectively, so getting the handmade picture frames, t-shirts, paper mache items of sort...all are fantastic to receive as a father.

And finally – I would like to cheer for a hockey team that actually can win a game or at least make the playoffs – so any jersey of a winning team – once that happens I will gladly put away my Leafs apparel. Oh, and I know all the "Habs" fans out there will want to send me their apparel, but I'll pass on it thanks..... as I started off by saying we all want World Peace, and I don't know if that can ever happen between Leaf and Hab fans. :-)

Merry Christmas, Happy Holidays and a Great 2011 to all.

Pipe band brings LU culture: Young

is now registered with the Scottish tartan authority," Young says.

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Warlords of Kandahar: the blame game

Column

BY ROBERT BECKETT

As 2010 closes, coalition deaths in Afghanistan are at a record high and the International Red Cross warns of a worsening humanitarian crisis. In response, America is deploying heavy Abram tanks and new airburst grenades, while US generals admit to "loosening the reins" on their bombing campaign. Yet, no matter what the final military outcome, the larger battle has already been lost. Again, the world's most powerful army finds itself stalemated in a bloody conflict by peasant guerrillas and so the blame game begins.

Last year, the US Secretary of Defence blamed NATO for losing Afghanistan, and leaked diplomatic cables divulged an American general irritably stating that Britain was "not up to the task". Nor has Canada escaped this sort of criticism: a 2009 US think tank report has a section titled, 'The Failure of Canadian Counterinsurgency'; a New York Times reporter in Kandahar gripes that he "travelled the city for five days and did not see a single Canadian soldier on the streets"; an embedded American reporter blogs on Facebook that Canadian "troops were wasting time fixated on the Olympics", and sarcastically wonders if they could "persuade the Taliban to play Hockey"; a website run by ex-Marines cattily quips that, "some people believe

the Canadians have been militarily defeated in their battlespace".

This petty blame-shifting is unsightly but more critically it ignores the clearest single cause of the current debacle – America's own hubris.

When the US charged into Afghanistan less than a month after 9-11 they had the world's support, but they sought neither UN nor NATO approval. When Britain did get an UN resolution passed, the US ensured that the mandate of UN-NATO security forces trapped them in Afghanistan's capital, Kabul, for nearly two years, so not to hamper America's countrywide campaign of vengeance. Too cheap to spend the necessary resources securing the country, and too smug to accept help, the US wasted the first vital years as horrified Afghans watched their country plunge into anarchy.

It is painful to recall the hope many Afghans had in the first months of the war, and it is now emerging that even Taliban leaders shared this hope. Last month, reporter Anand Gopal documented that many of the Taliban's key military commanders secretly surrendered to Hamid Karzai, claiming permission from their leader Mullah Omar. A letter was delivered to the newly installed Afghan President acknowledging his authority and promising that they would abstain from politics and turn over their weapons in return for amnesty, but US and their Northern Alliance warlord

allies were too flush with victory and vengeance to allow the President to accept. Rather these warlords, backed by US Special Forces, forced the Taliban leadership to flee the country to escape death and torture – a fate that befell 2,000 surrendered Taliban prisoners, who asphyxiated to death after being crammed into shipping containers 300 hundred at a time. Gopal reveals that many of the signatories of the letter of surrender would later manage to escape across the border into Pakistan and become the leaders of the neo-Taliban insurgency.

The US military relied on local warlord forces to beef up their undersized contingent and in return, these warlords became the fledgling country's police chiefs, governors and ministers. Yet, even among the warlords there were those who, like their Taliban counterparts, had hoped to relinquish power to a new stable government only to find themselves still trapped in unending war, continuing their old habits of brutality and corruption. Last week's release of US diplomatic cables by Wikileaks corroborates earlier claims by Canadian soldiers that some allied warlords had resumed their practice of raping young 'dancing boys' on a weekly basis. When an Afghan policeman shot five British soldiers dead last year, he claimed it was because they had allied themselves with the man who had molested him as a child.

Pedophile warlords were not the only brutes roaming the

countryside. US Special Forces conducted nightly home invasions that terrorized the populace and killed civilians. The London Times gave insight into these secretive raids, describing helicopter-borne commandos mistakenly dragging 10 teenage schoolboys out of their beds, shooting nine of them in the head and interrogating the sole survivor before taking photos of the corpses and leaving. Maclean's magazine suggests it was these same American units, and not the Canadian sniper team that was blamed, which hung humorous signs on dead insurgents, cut off their fingers as souvenirs and defecated on them. It is worth recalling the remarks of former US Ranger Stan Goff, who stated that Special Forces are the most misogynist, least racially integrated (i.e. whitest) and least accountable units in the military.

Also in the early days of the war, B-52s and F-14s prowled above on exhausting 7 hour sorties from their aircraft carriers in the Arabian Sea, looking for any 'target of opportunity' to drop their despised cluster bombs on so they could return home. The trigger-happiness of these pilots was brought home on April 18, 2002, when an amphetamine-tweaked F-16 pilot disobeyed a 'hold fire' order and killed 4 Canadian soldiers conducting a training exercise.

Local grudges were also resolved by selling people to US forces, who offered a \$5,000 bounty for any 'suspects', which resulted in a boom

economy akin to slave-trading. Official US data shows that 95% of the prisoners in Guantanamo Bay were captured in this manner while other innocent 'suspects' were instead taken to Bagram Airbase where they would be chained to the ceiling and beaten to death. Like Abu Gharibi in Iraq, Bagram Airbase became so riddled with torture and degradation that charges were laid against the soldiers operating it. When a war resister who had served at Bagram spoke at Laurentian, I questioned him about what he had witnessed there but he responded that he was not emotionally ready to talk about it.

Ultimately, all this horror was just a side show for the US as not even their failure to capture Osama bin Laden could keep their attention on Afghanistan when the 'main show' of Iraq promised bigger and better targets. So for a year and a half, Afghanistan was left to fester in lawlessness, poverty and terror, until March 2003 (the same month as the Iraq invasion) when a Pakistani journalist received a call from the neo-Taliban stating they had "regrouped" and would soon commence a jihad to again fight the chaos ravaging their homeland. It would be the under-resourced Canadian soldiers in Kandahar that would bear the full force of this insurgency, suffering the heaviest losses per capita of any nation, paying with their lives for America's unspeakable hubris.

Using social media to engage customers

Column

BY MATT SOUTHERN

I'm going to miss university when I graduate next year. Not only because I love to learn but because some of my best blog ideas come to me while I'm sitting in class listening to the lecture. This one came to me while I was listening to my favorite professor talk about how consumers respond best to ads that treat them as individuals rather than one of many members of a group.

What my prof was trying to say is consumers want ads that speak to them directly. They want to feel like the product is made just for them. They want ads that emphasize immediate benefits for them as a person. Marketing is not so much about advertising what a product does but what it does for the consumer. Advertising is no longer the most effective way to create an individualized experience for the consumer, social media is. Think about it. Social media is one-to-one interaction between a company or brand and its consumers. Advertising is one-to-many. With social media you know exactly who is receiving and responding to your messages. With advertising you're basically sending a message out there to the masses and hoping it hits your intended target.

Companies should look into social media. Social media has a lot to offer the company and its consumers, not to mention it adds little to no cost to existing marketing efforts. Here are a few strategies:

Monitor Twitter.

I wrote an article last month on my blog about a company reaching out to me through Twitter and how it influenced my opinion of their brand. Gillette has seen some serious growth as a company this year, that has to be at least in some part due to expanding their social media presence. They responded to me after I sent out a tweet that made them think I was considering another razor. They saw I was talking about them and decided to join in. They weren't following me, but they found my comment through Twitter's search. Many companies monitor what is being said about them by searching for themselves on Twitter, which is an effective strategy. I can tell you from experience that taking ten seconds out of your day to respond to a customer on Twitter is the easiest way to keep their business.

Promotions.

Social media promotions have been a hit. Deals are made sweeter when the customer feels like they're part of a select group of people. The benefit for the company is it encourages more Facebook likes, Twitter followers, blog subscribers, etc. A simple promotion is offering discount codes via Twitter and Facebook, it gives customers a reason to follow your brand and get engaged. Promotions through check-in services like Foursquare, Facebook Places and Gowalla are also an easy engagement tool. Simply offer them a discount for checking in and you might even get some new faces in the store. It's all about what's in it for them and engaged customers are repeat customers. Also consider giving away your products. Not to just anyone though, give them away to people with social media influence in exchange for a review or user impressions. This is a good tactic to generate some word of mouth buzz over a new product launch. Tassimo did this successfully with their single-serve coffee makers.

Contests.

You can get endlessly creative with contests. My favorite is exclusive giveaways through Facebook and Twitter that encourage responses from followers. An example of this is asking a question and giving something away to the first user with the correct response. Make sure to announce it beforehand. You better believe your followers will be watching your updates like hawks during that hour, so it wouldn't hurt to send out some promotional updates. Also, asking a brand-related trivia question is a great way to reward long time supporters. Another great way to engage customers is through YouTube videos. Consider offering a reward for the best 20 second video on a particular subject. It is best to leave the voting up to the public, which shows transparency.

History has shown that consumers respond to brands who respond to their needs and wants. Responding to customers personally on Twitter is a great way to let them know you're

listening. Rewarding customers for following your brand is a great way to keep them engaged and interested.

Speaking of creating an individual one-on-one experience, if you have other thoughts or suggestions to add I'd love to see them in the comments section on my blog. It can be found at mattsouthern.com.

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Wolves split home weekend

BY JOHN LANGDON

After falling 3-1 at the hands of their northern Ontario rival, the Sault Ste. Marie Greyhounds, the Sudbury Wolves returned home Friday night when they hosted the Brampton Battalion.

However, Wolves fans had little to cheer about after a lack luster performance, which saw their team outworked in a 3-2 loss.

If there were any positives in the game for Sudbury it is their goaltending.

Alain Valiquette was great once again, as the veteran netminder gave his team a chance to win by stopping 38 of 41 shots, while the Wolves generated just 15 shots on goal throughout the game.

Wolves Head Coach, Trent Cull did not hold back from expressing his dissatisfaction with his team's performance.

"When we go out and throw out 15 shots in our own rink it's just disgusting," Cull said. "There's no other way I can put it."

It was clear from the opening draw that Brampton was the more aggressive of the two teams as the Battalion out skated and out shot Sudbury in the early stages of the first period.

Craig Moore opened the scoring at 9:14 in the first frame by beating Valiquette to give the Battalion a 1-0 lead. Marcus MacIvor and Matt McLeod provided the assists.

The Wolves came close to getting on the board early in the second period as Josh Leivo was denied by Brampton goaltender Cody St. Jacques.

St. Jacques demonstrated great lateral movement as he slid across his crease and made the save with his left pad.

Moments later, St. Jacques came up big again as he turned away Mathew Campagna on a breakaway to keep the score 1-0.

The Battalion would add to their lead at 10:14 in the second period on a shorthanded marker after a shot from Zach Bell took

a strange bounce off Wolves defenseman Ben Chiarot and found its way into the Sudbury net.

The Wolves finally got on the board just three minutes later when Brody Silk managed to beat St. Jacques and make it a 2-1 game. Justin Sefton and Mike Jambrosich contributed with the assists.

Recently acquired Wolves forward, Michael MacDonald continued his scoring streak as he tied the game at 8:38 of the third period on a powerplay play goal from Josh McFadden and Wolves captain Marcus Foligno.

However, it took Brampton only 41 seconds to regain the lead after some poor defensive work from the Wolves.

Barclay Goodrow broke into the offensive zone and banked a shot from behind the goal line off the back of Valiquette and into the net to give Brampton a 3-2 lead.

It appeared as though the hockey gods weren't smiling down upon the Wolves Friday night as the breaks and bounces went Brampton's way. The awkward bounces led to two goals for the Battalion.

Cull, however, wasn't buying into that theory. "[We need to] compete," Cull said.

"We had about 15 guys that just weren't there, [and] weren't mentally ready."

Cull believes the team needs to be mentally and physically ready for the game.

"It's a game that not only do you have to be ready physically, and we had guys that were checked out," the head coach said.

The Wolves knew their work ethic and execution needed to be better on Sunday when they hosted the Barrie Colts, and it was.

This was the second meeting in four days between the two Central Division teams, after the



Photos by Andy Veilleux

Wolves forward Samuel Schutt is robbed by Barrie Colts goalkeeper Clint Windsor in OHL action Sunday afternoon. The Wolves won 5-3.

Wolves edged the Colts 4-3 in Barrie on Thursday night.

The visiting team looked hungry for redemption but the Wolves played a solid game and pulled out a 5-3 win in front of 2,909 fans at Sudbury Community Arena.

Cull was impressed with the teams 'big guys' in the victory.

"Our goaltender was great again and so was our top line of MacDonald, Foligno, and Lomas," Cull said.

"I thought they lead the charge tonight and that's what we need to have to be successful,"

Sudbury was lead by Marcus Foligno who netted three goals and added an assist in the win.

Foligno capitalized with two power play goals and took advantage of a shorthanded scoring chance to earn the game's

first star selection.

"When bounces go your way, you gotta make the best of it," Foligno said.

"That's what I did tonight, but you have got to give it to my teammates too, they helped out a lot."

Foligno's linemate, Michael MacDonald, added a pair of goals and an assist to extend his scoring streak.

MacDonald, who was acquired from the London Knights in a trade on Nov. 21, has five goals in six games since joining the Wolves.

The Colts jumped out of the gate and took an early lead at 3:17 of the first period when Trent Hawke lifted a backhand shot under the crossbar past a sprawled Valiquette to give Barrie a 1-0 lead.

The Wolves didn't make things easier for themselves by taking the first penalty of the game just minutes after the Barrie goal when Campagna was sent off for high-sticking.

Barrie capitalized just 30 seconds into their power play when Valiquette failed to contain the rebound from a hard point shot by Colts captain, Dalton Prout and Taylor Carnevale buried the loose puck to put his team up 2-0.

Foligno turned things around at the eleven minute mark when he sniped a high wrist shot over the left arm of Colts netminder, Clint Windsor during a 5 on 3 power play opportunity.

The goal appeared to spark his teammates as the Wolves began to apply a solid fore-check, which made things difficult for the Barrie defensemen.

After the Colts failed to clear the puck out of their own zone, Wolves top-line center Michael MacDonald found himself alone with the puck in front of the Barrie net and put on a beautiful display of patience and skill as he deked Windsor to even the score

at 2-2.

It wasn't all finesse on the Wolves end however, as defenseman Ryan Hanes dropped the gloves with John Padulo and landed several right hands against the Barrie forward, which delivered an injection of energy into the arena.

The Wolves took the lead at 6:59 of the second period when Foligno netted his second goal of the game on a shorthanded breakaway opportunity.

It was the fourth shorthanded goal of the season for Foligno, who leads the OHL in that department.

Foligno, who was named to the 2011 Team Canada World Juniors Selection Camp, continued to dominate offensively as he buried his third goal of the game and second on the power play by executing another beautifully placed wrist shot over the left arm of Windsor.

"I'm going to go there for an energy role," Foligno said when asked about the World Junior Camp. "I'm excited for the opportunity and hopefully I just make the best of it,"

Colts forward, Darren Archibald pulled his team to within a goal after drawing a penalty shot at 14:42 of the second frame.

Archibald demonstrated why he leads Barrie with 18 goals this season as he beat Valiquette one-on-one with a low wrist shot, but that was as close as the Colts would get as MacDonald sealed the deal with an empty net goal at 19:27 of the third period.

Goaltender Alain Valiquette was solid once again with 35 saves in the win.

Wolves defenseman Frank Corrado finished with 2 assists and was a +3 in the game for Sudbury.

The next game for the Wolves will be Friday, Dec. 10 when the Niagara IceDogs visit Sudbury Community Arena at 7:30pm. ay_veilleux@laurentian.ca



Sudbury Wolves forward Michael MacDonald defends against Barrie Colts forward Darren Archibald in OHL action Sunday afternoon.

LU Boxer goes to Nationals



Photo by Andy Veilleux

Laurentian University's Justin Bonhomme will be competing at Nationals the week of Dec. 7 in Quebec City.

BY ANDY VEILLEUX

Justin Bonhomme is a towering man who stands at 6'8, and weighs in at around 200 pounds. Not only is he currently working on his thesis as a student in Laurentian University's Kinesiology program, he is also about to step into the ring to box at the Canadian National Boxing Championships.

The double life of being a student and a high-calibre athlete is a common one for varsity athletes, but Bonhomme proves it isn't just the varsity athletes balancing a difficult lifestyle.

"I think it probably varies in difficulty with the individual depending on your abilities and your personality, and your willingness to commit and manage your time," Bonhomme says.

It's definitely been a struggle for me; I'm taking on a lot of challenges, but I think I'm coming out on top of all of them."

Bonhomme believes the difficult balancing act will bring significant gains for him as a

person.

"Part of maturing is understanding how to utilize your time better, and learning to devote your time to more than one commitment," he says.

"Both university, in my last year, and boxing, at the national level, are big commitments, but it's a battle I feel I'm winning and am only getting better at."

Bonhomme says the thesis is making it more difficult than ever for him to focus on boxing and school at the same time.

"The way deadlines fall it seems everything comes up at once [with my thesis,] it almost feels like you have to sacrifice one or the other you can't give your best in both," he says.

"It becomes a challenge to realize how to divide yourself equally over both things"

Bonhomme remembers going to box at Provincials in November, and the commitment it took.

"My thesis deadlines took a backseat to my training, because I was away for the Provincial

Championships, and catching up in school requires time off from boxing, so it's almost a vicious cycle," he says.

Bonhomme does his best to remain optimistic, even in the more stressful times.

"I try not to think too negatively, I've still been doing well at both, and I think I'm going to continue to do well at both," he says.

The ginormous boxer had a particularly hard time juggling his upcoming exams with the Nationals.

"The last minute boxing preparations took a backseat to me trying to burn the midnight oil and stay up late for [my first] exam," he says.

"The other exam fell right into the competition time, and because it's not a university sanctioned athletic event, the preparation to defer the exam are a lot more strenuous."

Bonhomme believes the university could do more to support non-varsity athletes, but understands the logistical issues it

brings.

"It'd be nice to see it, but I'm unsure how they'd do that," Bonhomme says. "It's a difficult scenario; of course from my perspective I'm biased because I'm a non-varsity athlete competing at a high level, and there are many times I would have liked to see more support from the University."

Bonhomme has fought twice at the Nationals before, once as a junior in 2006, where he won a bronze, and two years ago as a senior where he didn't medal. Although he didn't place, his performance earned him an invite to the final team selection, which he won.

Bonhomme then fought at the Francophone Games for Canada in Beirut and won a bronze medal. His bronze helped propel Canada to third place in the Games.

Both of the previous Nationals he attended were in Quebec, so he is familiar with fighting in La Belle Province, the boxer says.

Bonhomme believes any tournament of major boxing

event is important for his career.

"It's one more notch on my belt," he says. "Every tournament I've gone to I've made improvements, and I think I'm going to make a significant improvements in this Nationals."

Bonhomme has boxed many of the other boxers in his weight class before, and does not believe he's outclasses.

"These aren't a bunch of unknown names, I know who these guys are and I have more capability than they do, it's just whether or not I can bring it out when it comes time to fight," he says.

"I've got more than enough skill to win, and I wouldn't be putting myself through the stress if I didn't feel I could win."

Bonhomme is ready to rumble, and come Dec. 7 he plans to come out swinging.

"I'm happy with where I sit, and looking forward to the tournament," he says. "It'll be four fights for gold."

The Nationals run from Dec. 7 until Dec. 11.

Laurentian University sports recap

BY ANDY VEILLEUX

Laurentian athletics saw a lot of action over the past two weeks.

Lady Vees basketball player Katie Goggins was named athlete of the week ending on Dec. 5.

Goggins, a fifth-year Kinesiology student, led all players with 38 minutes played and 20 points in a 62-49 loss to York. She added five assists and nine rebounds for Laurentian in the loss.

In other Lady Vees basketball news, the

ladies came out on the losing end of both games on the weekend of Nov. 26, losing to Guelph 68-59 and Brock 89-73.

Laurentian swimmer Jennifer Piper was named female athlete of the week ending on Nov. 28.

Piper, a third-year Nursing student, finished third overall among all CIS swimmers in the women's 50-meter freestyle with a time of 26.08. She also placed seventh in the 50-meter butterfly, and had a senior national standard time in the 100-meter butterfly.

All three races were personal bests and were good enough to qualify her for the Olympic Trials in Montreal in April 2012.

Voyageurs basketball player Manny Pasquale was named male athlete of the week ending on Dec. 5.

Pasquale, a second-year Computer Science student, had a game-high 25 points, and shot 64.5 per cent from the field in Laurentian's 82-69 win over York. He also added four assists and five rebounds in the victory.

In other Voyageurs' basketball news, the

boys split their Nov. 26 weekend by beating Guelph 55-44, and losing to Brock 91-77.

Laurentian swimmer Michael Murray was named male athlete of the week ending on Nov. 28.

Murray, a fifth-year Education student, finished sixth among all CIS swimmers in the men's 1500-meter freestyle with a personal best 16:12.88. He is now within six seconds of competing at the Olympic trials, according to Laurentian Voyageur's press release.

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